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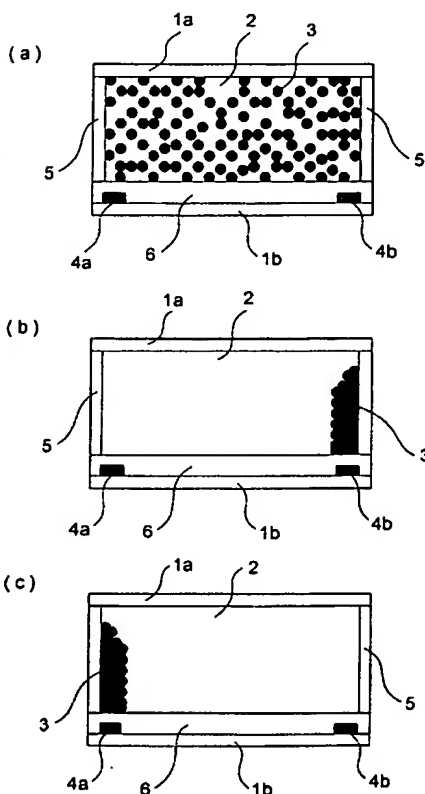
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(54) Title: DRIVING METHOD OF ELECTROPHORETIC DISPLAY DEVICE



(57) Abstract: An electrophoretic display device includes a plurality of electrophoretic particles and an insulating liquid which are held in a container, a first electrode and a second electrode which are disposed close to the insulating liquid, and means for applying voltages between the first electrode and the second electrode. The electrophoretic display device exhibits a display state including a first state in which the electrophoretic particle are dispersed in the insulating liquid by applying an AC voltage between the first and second electrodes, a second state in which the electrophoretic particles are attracted toward the first electrode by applying a DC voltage of one polarity between the first and second electrodes, and third state in which the electrophoretic particles are attracted toward by applying a DC voltage of the other polarity between the first and second electrodes. The second and third states are exhibited alternately.

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